UNITED STATES DEPARTMENT OF AGRICULTURE
PRODUCTION AND MARKETING ADMINISTRATION
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YOUR FAMILY'S FOOD

For the Week of December 9,1946.

(Topics of the week:
Sugar Facts and Figures
Fortified Apple Juice
Grain Restrictions Off

ANNOUNCER: Here is YOUR FAMILY'S FOOD.....a public service broadcast by Station _____, in cooperation with the United States Department of Agriculture. To bring you up-to-date on activities effecting your daily food supply, here is _____ _____; of the Production and Marketing Administration's office in _____. Good (morning) (afternoon), _____.....what's our topic today?

PMA: Hello, _____. I have a few words of good cheer on the sugar situation today.....but I want a promise from you that you won't become over-optimistic.

ANNOUNCER: Hm-m. You aren't indulging in a form of double-talk are you?

PMA: Not at all. The sugar situation is somewhat brighter.....but like all agricultural commodities, the brightness can be dimmed quickly by droughts, storms, disease and the hundreds of other calamities which strike down growing crops.

ANNOUNCER: Oh.....well, then, I'll promise to contain my enthusiasm. But what, in a word, is the outlook for more sugar --- more sugar being the one thing everyone is interested in.

PMA: If you think the sugar situation can be reduced to one word, you're already showing too much optimism. But if you insist, the word might be --- "improving". However, I'd rather start at the beginning, so we can get the complete picture.

ANNOUNCER: And we could start with this word, shortage. You know, _____, there has been some talk that there is no real sugar shortage --- but that sugar supplies are being "hidden" somewhere or "exported" to some distant land.

PMA: I know, _____. But we can neither "hide" nor "export" something we haven't got. For the years 1935 to 1939, the average world sugar production was about 34½ million short tons. Now the sugar crop-year runs from July 1 to June 30 of the following year.....and for the year ending last June 30 --- that would be the 1945-46 sugar year --- the world production was just a little over 27 million tons.

ANNOUNCER: Let's see.....that's about 7 million tons less.

PMA: To be exact, it's 7-million, 300-thousand tons less. That's the basis of the sugar shortage. The drop in production was not all in one spot, being distributed around Europe, Asia, and the Philippines. The cause for the drop, though, was the same ---war.

ANNOUNCER: You know something we shouldn't overlook right here is that while there are some 7 million tons less sugar in the world right now.....there are more people to consume it. Right here in the United States, the population has increased from roughly 130 million in 1939 to 142 million in 1946.

PMA: A very good point. World sugar recovery is not going to solve all the problems --- production will have to be expanded beyond 1939 levels. But setting that aside for a minute...let's tackle this export business.

ANNOUNCER: How do those export stories get started? I learned 'way back in grammar school that much of our sugar is imported.

PMA: Quite true...we're a net importing nation on sugar. Only about two-thirds of the sugar used in this country at present is produced within the United States and its territories or possessions. The exporting stories start, I believe, from a misunderstanding of the facts as regards the handling of Cuban sugar crops.

ANNOUNCER: Seems to me we have some sort of contract with Cuba...is that it?

PMA: Yes...since 1942, the United States has had purchasing contracts covering all of Cuba's exportable sugar. However, we have been acting only as a purchasing agent, to eliminate speculative bidding by other nations and thus give Cuba an assured price without the ups and downs she once suffered. The contract specifies that the United States is obligated to share part of this sugar, by selling it to other nations.

ANNOUNCER: And it's these sales which make some folks think we're exporting sugar?

PMA: That's it. Expecially when about one-fourth of the sugar being sent abroad is brought to this country first to be refined. This is the sugar that some people have erroneously assumed was exported by the United States.

ANNOUNCER: I see. The sugar we're shipping to other countries doesn't really belong to us. But let's get back to the outlook.....how about sugar in 1947?

PMA: Well, let's stick to the Cuban crop for a minute. Cuba's estimated production for next year is five million tons, possibly even 5½ million. Last year it was about 4½ million. Now then, because of expected improvements in the European sugar beet crop, relatively less Cuban sugar will be required to maintain current ration levels in Europe in 1947. Boiled all down, our best authorities believe that next year there will be something over one million tons more sugar available from Cuba than last year to meet world needs.

ANNOUNCER: Then we should get more sugar next year....

PMA: I'll come to that. Let's explore further, though. North America also shows substantial improvement for the crop year ending next June 30, compared with the year recently ended. It's expected that our own production will be about a million tons more.

ANNOUNCER: Ah...that means two million tons additional.

PMA: Not really, though. You see, our domestic sugar increases will be largely absorbed because we've had to use some of the beet sugar in deficit areas ahead of its normal consumption time. Also, yields have been somewhat smaller than expected in Hawaii, Puerto Rico, and Louisiana.

ANNOUNCER: Well, that sort of puts us back to the million additional tons from Cuba. Would that be sufficient to increase our ration in 194

PMA: It's expected that about April first, there can be some increase. We can't really count on an earlier date, because our stocks are low, accumulated ration evidence is high, and a number of factors can enter which would cause delays.

ANNOUNCER: Of course, the question now is, how far will a million tons go? It sounds like a lot of sugar.

PMA: Well, an increase in sugar rations of one 5-pound consumer stamp, and an increase for industrial users of about 17 percent would tak close to 750-thousand tons.....or three-quarters of the amount available.

ANNOUNCER: Gosh.....it doesn't go very far, does it?

PMA: No, but it's a step forward. However, I warned you against over-optimism. If some calamity overtakes the Cuban crop or otherwise upsets these estimates, I don't want you to be demanding your extra five pounds of sugar from me.

ANNOUNCER: All right, I won't. But tell me.....what effect would abandoning of controls have on your sugar estimates?

PMA: Well, the end of rationing and price controls on sugar certainly wouldn't increase the crop. If prices advanced greatly, undoubtedly more sugar would come into this country. But, the new supplies would come from countries which are themselves short on sugar but could not afford to outbid us in the world market. Personally, I don't think such sugar would taste very sweet, if you know what I mean.

ANNOUNCER: I think I do know just what you mean. Furthermore, I suspect that decontrol of sugar would bring such a scramble for supplies that some of us would get less than we do under rationing. Any advantages would be offset by the headaches.

PMA: Well, I hope you've obtained some idea of the current sugar story. Incidentally, these facts and figures were taken largely from a recent talk by James H. Marshall, who is director of the Sugar Branch, Production and Marketing Administration.

ANNOUNCER: I gather, then, his conclusions are that consumers will receive 5 additional pounds of sugar sometime after April first..... with about a 17 percent increase for industrial users..... assuming that the Cuban crop comes up at least to expectations.

PMA: You seem to have summarized it pretty well.

ANNOUNCER: Well, now, you've still a few minutes.....what else have you of interest to YOUR FAMILY'S FOOD?

PMA: First of all, I'd like to talk about apple juice.....

ANNOUNCER: You don't mean cider, do you?

PMA: No, I mean apple juice....the product which has grown by leaps and bounds in recent years. You know, it was a search for something better than cider that led to the more stable and uniform apple juice. It originated at Michigan State College.

ANNOUNCER: I know it's a very flavorful drink, and, I suppose, has all the healthful qualities of apples.

PMA: That's what I wanted to talk about. Yes, it has the properties of fresh apples, but unfortunately, it is low in natural vitamin C.....that is, it was lacking in vitamin C until results of the addition of ascorbic acid were recently announced at the Massachusetts Experiment Station.

ANNOUNCER: Oh.....fortified apple juice.

PMA: Exactly. And experiments show that apple juice so treated is nearly comparable in nutritive value to citrus juice.

ANNOUNCER: Say, that should be good news for our apple-growers.

PMA: Yes.....a great many northeastern apples go into apple juice --- apples that are poorly colored or slightly blemished and might not sell otherwise.

ANNOUNCER: Does the synthetic vitamin affect the flavor?

PMA: Only in that it helps to hold the flavor. Furthermore, the addition of vitamin C lightens the color, and retards the usual darkening during storage.

ANNOUNCER: Sounds like vitamin C for apples was just what the doctor ordered.....or am I getting my slogans mixed?

PMA: Possibly. Anyway, before we get to the weekly plentiful food list, I just want to bring the folks up to date on the grain situation.

ANNOUNCER: Okay....what's new?

PMA: Well, there are no longer any limitations on the amount of flour that may be produced for domestic distribution and for export to license-free countries.

ANNOUNCER: Let me see....I recall that last April, when we came face to face with the drastic world wheat shortage, production of flour was cut considerably.

PMA: A 25 percent cut, to be exact...that is, millers had to limit their output to 75 percent of the amount made in corresponding months. Later this was raised to 85 percent...

ANNOUNCER: ...And now there are no restrictions at all, is that it?

PMA: Not on millers. But there are still two restrictions on the use of wheat, since it continues to be one of the world's short items.

ANNOUNCER: What two are those?

PMA: First, wheat may not be used by distillers and brewers, and, secondly, milling wheat and flour suitable for human consumption is not to be used in the manufacture of livestock feed.

ANNOUNCER: Weren't there certain restrictions on other grains, too?

PMA: Yes...and some of those are still in effect. For example, distillers may not use the first three grades of corn...but they may use unlimited quantities of low-grade, high-moisture corn and other grains. Table-grade rice, of course, still isn't to be used in malt beverages.

ANNOUNCER: At which point I'm going to get you right around to the subject of plentiful foods before it's too late.

PMA: All right. Let's start with the C vitamins...citrus fruit. As you know, oranges and grapefruit are and have been in good supply for quite a while. But this week, our reports show that tangerines are arriving at some markets.

ANNOUNCER: The "orange with the zipper" I always say.

PMA: A good description, _____. Of course, when tangerines become plentiful in all areas, housewives will find them a boon for lunches and between-meal demands of the youngsters. About the only other fruit plentiful throughout the northeast is apples.

ANNOUNCER: Well, don't dismiss apples as "about the only other fruit". With the variety of ways there are to use apples, I think they're very important.

PMA: Certainly I agree with you...and the old adage about an apple a day to keep the doctor away contains a lot of truth, too. They are very healthful.

ANNOUNCER: How about the vegetable situation?

PMA: Right here I'd like to remind our listeners to continue using potatoes in every way possible. And home storage is more important than ever now. With winter practically upon us, we're going to lose a large share of this valuable food unless we can get the spuds indoors.

ANNOUNCER: Yes, I understand there are great quantities lying in open fields, simply because there isn't room for them in commercial and other indoor storage houses.

PMA: Yes, and that's why we're urging everyone to take home a few extra pounds of potatoes, if you have any sort of storage space for them. But to continue with our list of plentifuls.... onions are next.

ANNOUNCER: A good variety vegetable, too, with lots of different uses. What else have you?

PMA: Well, there's cabbage, carrots, and beets in abundance, for staple vegetables. Oh, yes, also winter squash and turnips...two hearty foods. Plenty of celery, too. You'll find kale in most markets for an extra helping of Vitamin A.

ANNOUNCER: But since we can't have an extra helping of time...I'll have to say "thanks for coming in today, _____." Friends, you've been listening to _____ _____ of the USDA's Production and Marketing Administration in _____, bringing you the regular weekly feature, YOUR FAMILY'S FOOD.